ABSTRACT

Systems and methods for creating tailored media-content and related offerings based on subscriber-specific data are described. In one embodiment of the present invention, a television content provider, such as a programming or advertising provider, uses subscriber-specific data to create offerings including unique programs or program packages or unique bundles of programs other products and services. The content provider may also use the subscriber-specific data to determine the price a subscriber is willing to pay for specific content or content-related offering.